



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 570144 /		<u>Alt Order #</u> 07899118
<u>Product</u> AMER FOR PROS SENATE		
<u>Contract Dates</u> 08/22/12 - 08/28/12		<u>Estimate #</u> 1/346
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 100.00
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	3	08/22/12	08/26/12	Newschannel 3 News	6-7am		:30				NM	3	\$1,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---21--				3	\$365.00	0.00			
2	3	08/22/12	08/26/12	CBS This Morning	7-9a		:30				NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---33--				6	\$280.00	0.00			
3	3	08/22/12	08/26/12	NewsCh 3 News First @ 4p	358-5pm		:30				NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---33--				6	\$280.00	0.00			
4	3	08/22/12	08/26/12	Newschannel 3 News	5-530pm		:30				NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---11--				2	\$465.00	0.00			
5	3	08/22/12	08/26/12	Newschannel 3 News	530-6pm		:30				NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---21--				3	\$435.00	0.00			
E 6	3	08/22/12	08/26/12	Newschannel 3 News	6-630pm		:30				NM	5	\$2,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---33--				6	\$505.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	6	3	08/20/12-08/26/12	Newschannel 3 News	6-630pm	----ThF----	:30		\$505.00	0.00	NM		
	Credited												
7	3	08/22/12	08/26/12	7-730pm	7-730pm		:30				NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---21--				3	\$585.00	0.00			
8	3	08/22/12	08/26/12	730-8pm	730-8pm		:30				NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---21--				3	\$555.00	0.00			
9	3	08/22/12	08/26/12	Late News (M-F)	11-1135p		:30				NM	6	\$4,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---33--				6	\$760.00	0.00			
10	3	08/22/12	08/26/12	Late Night with David Letterman	1135pm-1235am		:30				NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---21--				3	\$235.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
570144 /	07899118

Contract Dates	Product	Estimate #
08/22/12 - 08/28/12	AMER FOR PROS SEN	//346

Advertiser	Original Date / Revision
Americans For Prosperity	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
11	3	08/23/12	08/23/12	Thursday Prime	9-10pm		:30				NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$1,925.00	0.00			
12	3	08/23/12	08/23/12	Thursday Prime	10-11pm		:30				NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$1,785.00	0.00			
13	3	08/25/12	08/25/12	Newschannel 3 News	6-630pm		:30				NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$170.00	0.00			
14	3	08/25/12	08/25/12	730-8pm	730-8pm		:30				NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$135.00	0.00			
15	3	08/25/12	08/26/12	Late News (Sa-Su)	11-1135p		:30				NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS				2	\$515.00	0.00			
16	3	08/26/12	08/26/12	CBS Sunday Morning	9-1030am		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				2	\$485.00	0.00			
E 17	3	08/26/12	08/26/12	Face the Nation	1030-11am		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$555.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Face the Nation	1030-11am	-----S	:30		\$555.00	0.00	NM		
				Credited									
18	3	08/26/12	08/26/12	Sunday Prime	7-8pm		:30				NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,785.00	0.00			
19	3	08/26/12	08/26/12	1135pm-1205am	1135pm-1205am		:30				NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				2	\$210.00	0.00			
20	3	08/27/12	08/28/12	Newschannel 3 News	6-7am		:30				NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----				2	\$365.00	0.00			
21	3	08/27/12	08/28/12	CBS This Morning	7-9a		:30				NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	22-----				4	\$280.00	0.00			
22	3	08/27/12	08/28/12	NewsCha 3 News First @ 4p	358-5pm		:30				NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	22-----				4	\$280.00	0.00			
23	3	08/27/12	08/27/12	Newschannel 3 News	5-530pm		:30				NM	1	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$465.00	0.00			
24	3	08/27/12	08/28/12	Newschannel 3 News	530-6pm		:30				NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----				2	\$435.00	0.00			
25	3	08/27/12	08/28/12	Newschannel 3 News	6-630pm		:30				NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	22-----				4	\$505.00	0.00			
26	3	08/27/12	08/28/12	7-730pm	7-730pm		:30				NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/22/12 - 08/28/12	AMER FOR PROS SEN	//346

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	21-----				3	\$585.00	0.00			
27	3	08/27/12	08/28/12	730-8pm	730-8pm		:30				NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----				2	\$555.00	0.00			
28	3	08/27/12	08/28/12	Late News (M-F)	11-1135p		:30				NM	4	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	22-----				4	\$760.00	0.00			
29	3	08/27/12	08/28/12	Late Night with David Letterman	1135pm-1235am		:30				NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----				2	\$235.00	0.00			
30	3	08/28/12	08/28/12	NCIS	8-9pm		:30				NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$2,060.00	0.00			
31	3	08/28/12	08/28/12	Tuesday Prime	9-10pm		:30				NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$1,785.00	0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		2	3	08/27/12-09/02/12	Tuesday Prime	9-10pm	-Tu-----	:30	\$1,785.00	0.00	NM		
		Credited											
32	3	08/28/12	08/28/12	Tuesday Prime	10-11pm Rep Natl		:30				NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,375.00	0.00			
33	3	08/24/12	08/24/12	NFL Pre Season	8-11pm		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$2,250.00	0.00			
34	3	08/25/12	08/25/12	NFL Pre Season	8-11pm		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$2,250.00	0.00			
35	3	08/26/12	08/26/12	Sunday Prime	10-11pm		:30				NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,375.00	0.00			
36	3	08/27/12	08/27/12	Monday Prime	10-11pm		:30				NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$1,655.00	100.00			
37	3	08/27/12	08/28/12	Newschannel 3 News	6-7am		:30				NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$365.00	0.00			
38	3	08/27/12	08/28/12	Newschannel 3 News	12n-1230pm		:30				NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----				1	\$415.00	0.00			
Totals										100.00		91	\$53,020.00

Time Period	# of Spots	Gross Amount	Net Amount
7/30/12 - 08/26/12	56	\$32,300.00	\$27,455.00
8/27/12 - 08/28/12	35	\$20,720.00	\$17,612.00
Totals	91	\$53,020.00	\$45,067.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	08/24/12 / 08/24/12

Signature: _____ **Date:** _____

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